CLAIMS

I claim:

1.   A method for generating a virtual broadcast on a virtual broadcast device, the method comprising:

5   downloading and storing data comprising content and other information to be integrated into the virtual broadcast from a Web site to the virtual broadcast device in any order; and

organizing the data on the virtual broadcast device into a particular order for the virtual broadcast according to a selected algorithm provided on the virtual broadcast device.

2.   The method of claim 1 further comprising playing the virtual broadcast on the virtual broadcast device.

3.   The method of claim 1 further comprising connecting intermittently to the Web site for downloading the data.

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4.   The method of claim 1 further comprising selecting the data to be downloaded based on user preferences.

5.   The method of claim 1 further comprising downloading advertising from 20   the Web site and inserting the advertising into the virtual broadcast.

6. The method of claim 1 wherein the content is comprised of a plurality of items and the information comprises a plurality of introductions related to the items of content and said step of organizing the virtual broadcast comprises introducing each of the plurality of items of content with a related of said introductions.

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7. The method of claim 6 wherein the content comprises a plurality of songs and the virtual broadcast is a virtual radio broadcast.

8. The method of claim 7 further comprising processing more than one song at the same time.

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9. The method of claim 1 wherein the content comprises a plurality of songs and the method further comprises selecting one of the songs, and marking the selected song as either a user favorite or for deletion.

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10. The method of claim 1 wherein the content comprises a plurality of songs and the method further comprises selecting one of the songs, and ranking a selected song according to user preference.

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11. The method of claim 10 further comprising playing the virtual broadcast and then returning to the Web site, uploading from the virtual broadcast device to the Web site the

user ranking of the selected song, and downloading additional content and additional other information to update the virtual broadcast on the basis of the user ranking.

12. The method of claim 1 wherein the virtual broadcast device is portable.

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13. The method of claim 1 wherein the virtual broadcast device is a mobile phone and the method further comprises connecting the mobile phone to the Web site over a wireless connection.

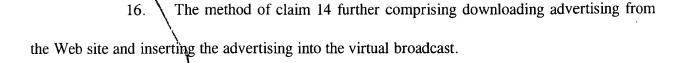14. A method for generating a virtual broadcast on a virtual broadcast device, the method comprising:

capturing in the virtual broadcast device a signal generated by conventional broadcast means, the signal comprising content and other information to be integrated into the virtual broadcast and transmitted by the conventional broadcast means in any order; and

15 organizing the captured content and other information on the virtual broadcast device into a particular order for the virtual broadcast according to a selected algorithm provided on the virtual broadcast device.

15. The method of claim 14 further comprising playing the virtual broadcast on

20 the virtual broadcast device.

16. The method of claim 14 further comprising downloading advertising from the Web site and inserting the advertising into the virtual broadcast.

17. The method of claim 14 wherein the content is comprised of a plurality of songs, the information comprises DJ introductions to the songs and the virtual broadcast is a virtual radio broadcast.

18. The method of claim 14 wherein the virtual broadcast device is portable.

19. The method of claim 14 where the virtual broadcast device is a mobile phone and the method further comprises connecting the mobile phone to the Web site over a wireless connection.

20. A method for generating a virtual television broadcast on a virtual television broadcast device, the method comprising:

downloading and storing files comprising a plurality of news stories and other information to be integrated in the virtual television broadcast from a Web site to the virtual television broadcast device in any order;

organizing the stored content and other information on the virtual television broadcast device into a particular order for the virtual broadcast according to a selected algorithm provided on the virtual television broadcast device;

periodically downloading an additional news story from the Web site; and

generating an updated virtual television broadcast that includes the additional news story.

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21. The method of claim 20 further comprising deleting an old news story from the plurality of news stories from the virtual television broadcast device.

22. The method of claim 20 wherein the virtual television broadcast and the revised television broadcast display both news and other information at the same time on different

10 portions of a screen on the virtual television broadcast device.

23. A method for generating a virtual television broadcast on a virtual television broadcast device, the method comprising:

capturing in the virtual television broadcast device a signal generated by a

15 conventional broadcast means, the signal comprising video of a plurality of news stories and other information to be integrated into the virtual television broadcast and transmitted by the conventional broadcast means in any order; and

organizing the content and other information on the virtual television broadcast device into a particular order for the virtual broadcast according to a selected algorithm provided

20 on the virtual television broadcast device;

periodically downloading an additional news story from the Web site and generating an updated virtual television broadcast that includes the additional news story.

24.   The method of claim 23 further comprising deleting an old news story from

5   the plurality of news stories from the virtual television broadcast device.

25.   The method of claim 23 wherein the virtual television broadcast and the revised television broadcast display both news and other information at the same time on different portions of a screen on the virtual television broadcast device.

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26.   A device for generating a virtual broadcast, the device comprising:

a memory;

means for inputting data, comprising content and other information to be integrated into the virtual broadcast, to be stored in the memory; and

15   means for organizing the data into a particular order for the virtual broadcast according to a specific algorithm provided on the device.

27.   The device of claim 26 wherein the data further comprises advertising and said organizing means comprises means for integrating the advertising into the virtual broadcast.

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28. The device of claim 26 further comprising means for playing the generated virtual broadcast.

29. The device of claim 26 further comprising means for obtaining the data from a Web site.

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30. The device of claim 29 further comprising means for uploading user preferences for the data, including data type, to the Web site.

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31. The device of claim 29 wherein the content comprises a plurality of items and the device further comprises means for uploading to the Web site, after playing an initial virtual broadcast comprising the data, user rankings of the items to be used in determining future data to be downloaded from the Web site to the device.

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32. The device of claim 26 further comprising means for deleting a portion of the data.

33. The device of claim 26 further comprising means for marking a portion of the data as a user favorite.

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34.   The device of claim 26 further comprising means for obtaining the data

from a signal generated by a conventional broadcasting means.

35.   The device of claim 26 wherein the content comprises music and the

5   information comprises introductions to the music.

36.   The device of claim 26 wherein the content comprises videos and the

device further comprises a video screen.

10   37.   The device of claim 26 wherein the device has a wireless connection to the

Internet.

38.   The device of claim 37 wherein the device is a mobile phone.

15   39.   The device of claim 37 further comprising means for processing more than

one song at the same time.

40.   A device for generating a virtual television broadcast, the device

comprising:

20   a memory;

means for inputting data, comprising video of a plurality of news stories and other information to be integrated into the virtual television broadcast, to be stored in the memory;

means for organizing the data into the virtual broadcast comprising the news stories interspersed with the other information according to a specific algorithm provided on the

5 device; and

means for periodically inputting an additional news story and generating an updated virtual television broadcast by including the additional news story in a revised television broadcast.

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